

Artists make
significant
contributions to
Montana's workforce

Page 3

Arts

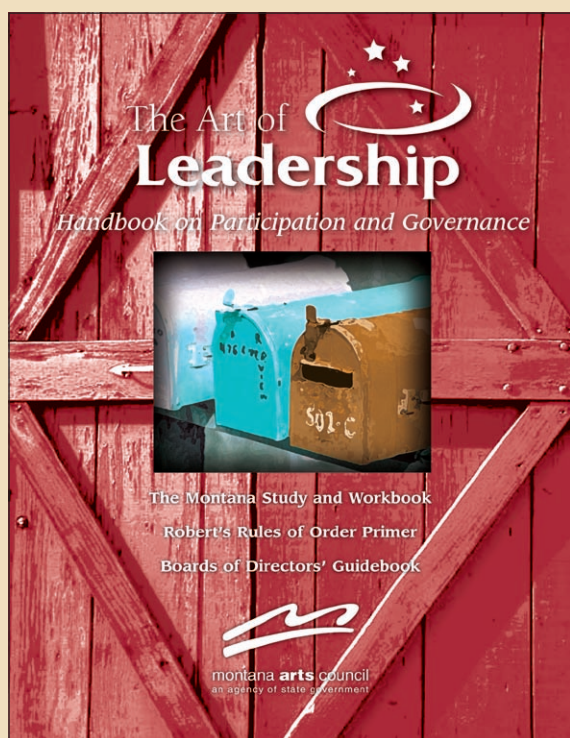


January/February 2013

Montana - The Land of Creativity

Providing information to all Montanans through funding by the National Endowment for the Arts and the State of Montana

MAC NOTES



The Art of Leadership MAC offers ePublication for arts organizations

By Cinda Holt
Business Development Specialist

Hot off the "press" is the Montana Arts Council's first ePublication in our "Barn Door Books" series. Go to www.art.mt.gov to download this publication.

Readers may recall, a few years back MAC produced three books in hard copy: *Building Arts Participation in Rural America*, parts one and two, and *Fundraising Ideas That Work in Rural America*.

The fourth publication, *The Art of Leadership*, continues our resource library with good information on participation and governance for Montana arts organizations, both rural and urban.

Inside you'll find a reprint of *The Montana Study and Workbook*, which offers great market research specific to Montana, and useful audience-building tools. This study was originally printed in hard copy in 2003 and we ran out of it long ago due to popular demand. The requests keep coming for copies, and the information (although nearly 10 years old) is still quite relevant and valuable – so, here it is.

Another MAC publication, first printed in 2000, *The Arts Mean Business: A Guidebook on Nonprofit Boards of Directors' Responsibilities and Regulations*, has important information for boards that holds true today. Demand exceeded supply for this little book too, so we've reprinted it, with some updates, in this ePublication.

You will also find a section called "Tips for the Boardroom," that offers insights about Robert's Rules of Order. And finally, the publication includes important tax and corporate reporting rules, including guidance about independent contractors.

For a hard copy of any the previous publications mentioned above, please contact cholt@montana.com or 406-777-0090.

Go to
www.art.mt.gov
to download
this publication

Important arts council budget initiatives face Legislature

By Arni Fishbaugh
Executive Director, Montana Arts Council

As this paper goes to press, the Montana Arts Council (MAC) is gearing up to secure two major budget initiatives during the upcoming legislative session, which starts Jan. 7 and runs through April.

Both initiatives focus on arts-driven workforce development in the FY14-15 biennium.

Two arts-driven workforce budget initiatives

1. **\$182,000: K-12 Arts Education Workforce Development to offset federal funding cuts – House Bill 2 (HB2).**

This is a one-time-only state general fund request to protect arts education programming slated for cuts because of federal funding reductions. Public Value Partnership operating support grants and artists-in-the-schools and communities arts education residency funding are under severe threat without an investment at the state level.

Economic returns on investment:

- **The arts make money.** Organizations that receive Public Value Partnership grants produce an \$80 million economic impact on the state each year.
- **The arts generate revenue for the state.** The economic impact of these organizations produces \$4 million a year in Montana's tax base and \$9.5 million in federal taxes.
- **The arts put people to work.** The economic impact of these arts organizations supports close to 2,000 full-time jobs each year.
- **The arts improve business and employee recruitment in Montana.** The arts are important factors in business relocation decisions and help attract and keep high-level employees.

How to find and contact
your legislators

Page 2

The 90-day marathon

Page 3

How a bill gets passed

Page 8

- **Cultural facilities enhance property values and overall profitability for communities.** As a result, the arts become a direct contributor to rural and urban revitalization.
- **The arts attract tourists.** Cultural tourists stay longer and spend more than other tourists. There were 260,000 out-of-state visitors to Montana arts organizations in the most recent research conducted by the agency.
- **The arts connect to all of Montana's traditional industry sectors** – natural resources, recreational amenities and agriculture – and contribute to our national industrial strength.

Arts education returns on investment:

- **Arts education is a catalyst for innovative thinking.** The arts teach creativity, which lies at the heart of innovative thinking.
- **The arts give students an edge in schools.** Students who

are regularly exposed to the arts are higher achievers than those who rarely experience the arts.

- **Businesses seek employees who are creative,** who can figure out problems, exercise individual responsibility, work as a team and exhibit confidence. They must also be able to communicate and articulate ideas. The arts consistently provide a proven way for students to develop those very skills.
- **Enormous reach into rural Montana.** MAC's arts education program reaches one out of every five children in the state and serves four of every five counties.
- **Assist schools with music and visual arts teacher shortages.** School administrators and principals cite this shortage as the largest challenge they have in meeting state arts standards.

See Arts Council budget on page 2

Our Community Record wins national award

By Kristi Niemeyer

"A photojournalist is a storyteller with a camera," David Spear tells a small group of seventh graders at Two Eagle River School, an alternative school for Native American students in Pablo.

"If you were to tell a story with pictures, what would be a story that you would want to tell, that has meaning to you?"

"Trees," says one. "Football," says another. "Cats," chimes in a third. "Something sacred," says someone else.

The six students had loaded film into 35mm cameras earlier in the week, and shot images for the first time. They took aim at the football field, pinecones, passing cars, a spider, a flower, people, dirt, trees and Spear's dog, Cleo.

Now they practice loading film on a reel and dropping it into a light-free canister in preparation for their first visit to the darkroom the following day. Mild chaos ensues, as kids try to wind the film on a reel and then slip it in the canister, first with their eyes open and then with



Photo of tribal elder Johnny Arlee, by his great-nephew, Magnis Harlow

eyes shut, emulating the darkroom.

When most of them seem to have mastered this task, Spear pulls out a stack of photography books and begins to show them images from Laura Wilson's *The Hutterites of Montana* as well as photographs by Graciela Itebide, W. Eugene Smith and Dorothea Lange.

As the bell rings, he tells them, "We're interested in what you want to add about how you see this community. What things would you want to photograph here?"

That question, and students' responses to it over the past decade, recently earned Spear, his young protégés and the project he spearheads, *Our Community*

Record, a \$5,000 Howard Chapnik Grant. The prestigious grant, awarded by the New York-based W. Eugene Smith Memorial Fund, will help Spear assemble student photographs and writing into a high-quality monograph.

See Our Community Record on page 6